



Joining our Community?

Everything you need to know.

100 Women²

Women Helping Women

'Philanthropy is not about the money. It's about using whatever resources you have at your fingertips and applying them to improving the world.'

Melinda Gates

100 Women²

Women helping Women

The standard you walk past is the standard you accept"

2016 Australian of the Year, David Morrison

**'Help a woman to rise and you help your community
to rise.'**

Melinda Gates

What is 100 Women 2?

- 100 women to walk 100km's to raise \$100,000 for causes associated with rising women
- Our long-term vision is for this walk will be repeated many times hence the 100 Women 2

Our initial target is set at raising A\$100,000

We need your help though. We need women, beautiful, gorgeous women of all ages who wish to walk and raise funds.

Aim

A multi-layered program

- To raise awareness and increase our consciousness about issues that directly affect women including homelessness, the gender pay gap, poverty, domestic violence and war.
 - If you have a women related issue that is close to your heart or know a woman who needs your help then please walk for that purpose!
 - See the 'how do I do this?' section in this briefing paper.
- To stimulate dialogue about charities that we walk for.
- To raise A\$100,000 for distribution to programs related to women in Australia.
- To raise the profile of women in leadership roles across the private, community and public sectors
- To scale the program across multiple walks, multiple states and multiple countries.
- Each of the 100 women who walks commits to raising a minimum of \$1,000
- To build a web of community, locally and globally
- To increase health and resilience amongst women in particular
- To stimulate dialogue about issues that matter to women
- To increase social cohesion

- Strategies to build social cohesion decrease our separateness and increase our dependence upon one another improving the sharing of skills and resources.

'Differences are not intended to separate, to alienate. We are different precisely in order to realise our need of one another.'

Desmond Tutu

'When we invest in women and girls, we are investing in the people who invest in everyone else.'

Melinda Gates

'When we invest in women, we invest in a powerful source of global development.'

Melinda Gates

'In order for us to advance as a safe more equitable society women also need the support of really good men.'

Mary C Dwyer

How do I become one of the 100 Women² walkers?

Every woman is welcome. We are a community of women helping women and we welcome you. We just need a few agreements to hold us all together.

- As a part of this community, we ask you to be kind and leave all egos behind. Reaching out to support each other is our way. No gossip allowed!
- We ask you to maintain the highest levels of integrity. If you are not sure about a decision or action there are only two questions to ask.
 1. Is this kind to me, to our community, to the planet and to other people?
 - If it is a no then don't do it!
 2. Does this have the highest level of integrity?
 - How would I feel if this was one the front page of the paper? If my friends found out? If the movement found out about it? If Mary found out about it?

- If you feel uncomfortable about your action in any way... don't do it!

FAQ's

How do I have to clock up my 100kms?

- You can do your 100kms solo, walk with others or a mixture of both.
 1. Walk where you want and when you want. I have walked in the bush but also around an art gallery and into town.
 2. 3.33km per day means that you will cover your 100kms in a month. Most of us walk this every day anyway.
 3. Link your walking to a Go Fund Me page and track your kms via Strava or any app that counts your kms. You may like to post your daily walk km's on your Go Fund Me fundraising page or FB or IG to create excitement and for integrity.
 4. It does not matter how long you take but setting a time frame for yourself does help with motivation. Make it doable to suit you and your lifestyle though. No stress here. Just a little effort and fun.

Who do I raise funds for?

- Each woman is invited to choose her own women centric charity. If the charity is already registered with Go Fund Me it makes the process easier.
- **or you may want to walk to raise money for a specific woman in need.**
 1. You can walk for a specific woman if you wish but funds won't be tax deductible which may influence some donors and a separate Go Fund Me page has to be set up. You will need an Australian bank account and please research any tax implications.
- Go Fund Me has an extensive help desk.
- We now have 22 walkers and 6 different charities that women are walking for so far:
 1. [Lismore Northern Rivers Women's and Children's Services.](#)
 2. [Hobart Women's Shelter: Buy a Brick Campaign](#)
 3. [Hobart Women's Shelter: General](#)
 4. [Catherine Hamlin Fistula Foundation](#)
 5. [Women's Health Tasmania](#)
 6. [Small Steps](#)
- For a full list of our walkers and the charities they are walking for please visit [All 100 Women 2 Campaigns](#)

Go Fund Me

- At this stage we are using the Go Fund Me crowd sourcing platform to raise funds.
- You can join an existing team member or create a new fundraiser. If you create your own fundraiser for a particular women's charity please head up your Go Fund Me page with the following title:

100 Women²: Women helping Women.

Your Walker Number (as provided by Erin – see later description about Erin) ...
Eg. 100 Women²: Women helping Women 20/100

- Every Go Fund Me page is to use the same script so we can build our brand.
 - The script template will be sent with this document.
- Go Fund Me tips
 - It is wise to raise funds for an Australian based charity that is close to your heart.
 - To check out if your charity has integrity and is registered, please visit <https://www.acnc.gov.au/charity/programs/map>
 - Reading this article might also help: Our expert guide to giving generously. <https://www.choice.com.au/shopping/everyday-shopping/ethical-buying-and-giving/buying-guides/donating-to-charity>
 - You can set up your own team to walk with on Go Fund Me. Maybe you would like to link this to your work, or walk with your friends to build community?
 - Join 100 Women² on [IG](#) or [FB](#)
 - You may also like to join us on [Mary C Dwyer FB](#) and on [Mary C Dwyer IG](#) page. This page is dedicated to develop our own consciousness so we can help change the world.

Do you offer any support?

- Yes. We are in our infancy so your questions are helping us shape this community.
 - We will create a FAQ page as your questions come in.
- We will help you by creating a reel of your walk which you can use as a promo across social media and with your friends.
 - Please provide us, via WhatsApp, with a series of photos. We will post your reel across all 100 Women² platforms. You can also use it for your own promotion.
 - What we need from you
 - Your name
 - Your walking number (eg 14-100, 56-100)
 - A lovely series of photos of your life
 - The name of the charity you are walking for.
 - (Please see previous reels to get an idea.)
 - Each person will be able to review their reel and make one edit before we post.
 - Please send all details to Erin van Nieuwkuyk, my VA.. Her WhatsApp number is **0409 954 975**
 - We will also link you into a community WhatsApp group for women who are already walking.
 - And a FB community page.
- Logos are also available for your use!
 - T Shirt logos, runner bib logos and jpeg logos are available.
 - At this stage I have printed mine on a pink T Shirt. Why? Because it links to the psyche. Have a look at some of the pictures on IG and FB (more are coming).

What else do you need to know?

- Let us know what you need to make this easy for you. More systems are being developed.
- If you want help to craft your own Go Fund Me page please reach out. We are getting good at it!

No Liability

- Every woman walking, by the very act of walking, releases 100 Women², or any associated entities, from any liability of any kind.

Thank you for joining us and if you need help then the best way to contact me is via text or WhatsApp on 0417369506. (Please note - If I am out walking, I won't be able access my email and might take some days to respond!)

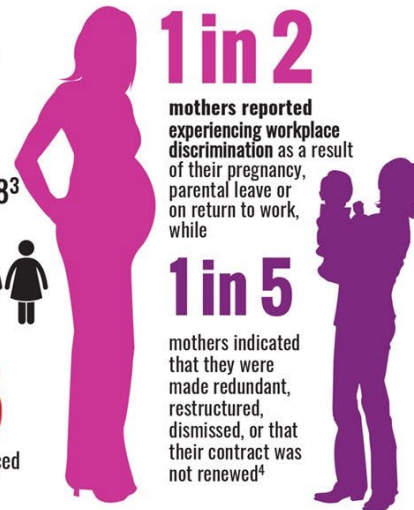
Facing some facts about women

In can be hard to face the facts but let's 'people up' and change our world.

Gender Equality



In 2015-2016, average superannuation balances for women aged 60-64 were **just over half (58%)** those of men.²



Australian women account for:
 ▶ 68% of primary carers
 ▶ 70% of primary unpaid carers for children
 ▶ 58% of primary unpaid carers for the elderly and people with disability or long-term health condition⁶



Australia ranks 48th in the world in terms of female political empowerment (the representation of women in politics). This is down from 32nd in 2006⁸.

Some Tasmanian facts

Locally more than 120,000 Tasmanians live below the poverty line. As housing costs rise, it is more difficult for Tasmanians earning low and moderate incomes to find affordable housing. The chronic shortage of affordable rental housing in Tasmania is a major cause of homelessness and a barrier to pathways out of homelessness.ⁱ

On any one day in Tasmania

- 36 requests for help go unassisted.
- One third of requests involve family or domestic violence.
- Children who experience homelessness have an increased risk of becoming homeless in later life.
 - 13% of our reported homeless people in 2016 were children under the age of 12.
- In 2019-2020 more women than men requested assistance from homelessness services – 56% women, 44% men.ⁱⁱ

We would be honoured if you would consider joining us, as a promoter, a walker, a donor or fundraiser in service to our local and global community.

Other ideas/Discussion Points

- The underrepresentation of women in Board and senior leadership positions is aiding the gender disparity.
- [The Gender Equity Insights series](#), undertaken by the Bankwest Curtin Economics Centre in partnership with the Workplace Gender Equality Agency research shows that increasing the representation of women in executive leadership roles is associated with declining organisational gender pay gaps.
- Having equal representation of women on governing boards leads to a 6.3 percentage point reduction in the gender pay gap for full-time managers.
- Organisations with balanced representation of women in executive leadership roles have pay gaps half the size of those with the least representation of women in leadership.

Reports in 2018 and 2019 build on these findings, highlighting the critical role of leadership in decision-making and driving organisational change towards gender equity.

Having more women in key decision-making positions delivers better company performance, greater productivity and greater profitability.

- Globally – if we continue on our current trajectory women will gain parity with men in 208 years.ⁱⁱⁱ
- Women and girls make up 51.1 % of the Tasmanian population, but are consistently under-represented in senior leadership positions in our community.
- The under-representation of women in higher paying senior and leadership roles is due to discrimination, conscious and unconscious bias in recruitment and promotion processes, and women's perceptions of their own capabilities for leadership.
- In May 2018, the gender pay gap in Tasmania was 9.7% ie women on average earn \$137.40 less than men per week.^{iv}

- On retirement, the average superannuation balance of Tasmanian women is 57.5% of the average balance of Tasmanian men.^v
 - One of the fastest growing cohorts of the population facing homelessness are women over the age of 60.
 - In 2016 18% of people experiencing homelessness in Tasmania were over the age of 55.
- 80.6% of sole parents in Tasmania are women.^{vi}
 - 13% of our reported homeless people in 2016 were children under the age of 12.

What we are seeking

The program is in its infancy although more than 10 years of thinking has informed the project to date.

We look forward to you saying yes and joining us as a donor, as a corporate sponsor or most importantly as a fellow walker, with excitement about the next decade and this project in particular.

Corporate Sponsorship

We would like to co-create your sponsorship with you. As a guide

Platinum Sponsorship: \$10K or in kind support

Diamond Sponsorship: \$5K or in kind support

Gold Sponsorship: \$4k or in kind support

Silver Sponsorship: \$2K or in kind support

We would also appreciate you reaching out to other women who you may be keen to donate or keen to walk.

Come and join us. Let's start a movement. 'We can do hard things - together.' 100 Women². Women helping women.

Thank you and with love.

Mary C Dwyer

Marycdwyer.com

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ⁱ https://shelertas.org.au/wp-content/uploads/2021/06/ST_FACT-SHEET_Homelessness_updatedJune2021.pdf

ii https://shelertas.org.au/wp-content/uploads/2021/06/ST_FACT-SHEET_Homelessness-updatedJune2021.pdf

iii Brene Brown in conversation with Melinda Gates – Podcast.

iv https://www.dpac.tas.gov.au/_data/assets/pdf_file/0007/423529/180436_DPAC_WGIT_Fact_Sheet_Financial_Security_wcag.pdf

v https://www.dpac.tas.gov.au/_data/assets/pdf_file/0007/423529/180436_DPAC_WGIT_Fact_Sheet_Financial_Security_wcag.pdf

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https://www.dpac.tas.gov.au/_data/assets/pdf_file/0007/423529/180436_DPAC_WGIT_Fact_Sheet_Financial_Security_wcag.pdf